

**ABSTRACT OF THE DISCLOSURE**  
**BUSINESS CARD PRESENTATION VIA MOBILE PHONE**

A method for providing an electronic business card to a contact via a cellular phone is disclosed. Several business card menu options are provided to a user of a cellular telephone. The cellular phone user enters business card information/data into the cellular phone utilizing the business card menu options. The business card data is stored locally on the cellular phone or in a service provider database. When the user is in communication via cellular phone with someone he wishes to provide his business card to, the user selects a menu item that activates the transmission of the electronic business card to the desired recipient's cellular phone.